

ABSTRACT OF THE DISCLOSURE

In a method of controlling an image sensing apparatus, which has an image sensing device, a flash light used to illuminate an object with light, and a shutter switch, when an image sensing instruction is issued upon depression of the shutter button, an image is sensed using the flash. Then, a color temperature for processing the sensed image is calculated using at least color temperature information of the sensed image.

5

10 The sensed image is processed based on the calculated color temperature.